

Appl. No.: 10/675,235  
Amdt. dated February 28, 2006  
Reply to Office Action of September 28, 2005

PATENT

### Remarks

The Applicant respectfully requests reconsideration of this application in view of the following remarks. In this response, no claims have been amended or cancelled. Six new claims, claims 20-25, have been added. Hence, claims 1-25 are now presented for examination.

### Claim Rejections – 35 U.S.C. § 102

In the Office action, the Examiner rejected claims 1-6, 9-13, 14-16 and 19 under 35 U.S.C. 102(e) for allegedly being anticipated by U.S. Pub. No. 2001/0037241 of Deepak Puri (hereafter "Puri"). The undersigned respectfully disagrees with the Examiner's characterization of Puri and points out several distinctions between the claimed subject matter and the teachings of Puri.

As presently understood by the undersigned, Puri generally relates to designing, creating, implementing and managing incentive programs based on a reward currency in association with an interconnected network of computers. (Abstract) More specifically, Puri relates to an e-commerce system providing an environment in which business-to-business and business-to-individual transactions attract allocation of a reward currency. (see paragraphs [0001] and [0013]-[0018])

The undersigned agrees with the Examiner's comments on pages 6, 7, and 8 of the Office action that Puri does not disclose: (1) transmission of an electronic information product in a customized display format appropriate for a wireless device; (2) electronic information products transmitted by cradle synchronization; and (3) healthcare information. In addition, the undersigned believes Puri does not teach or reasonably suggest at least the following: (1) storing a plurality of display formats; (2) a default display and a custom display format; and (3) delivering an electronic information product in a customized display format.

With this brief overview of Puri, the undersigned now submits the following arguments to point out significant differences between the invention as claimed by the Applicant and Puri.

Appl. No.: 10/675,235  
Amdt. dated February 28, 2006  
Reply to Office Action of September 28, 2005

PATENT

Regarding claim 1, the Examiner on Page 2 of the Office action refers to paragraphs [0039] as teaching "storing a plurality of *display formats* in a database, said display formats including at least a default display format and a custom display format;..." Paragraphs [0041]-[0042] of the present application provide multiple examples of how a plurality of display formats (e.g., a default display or customized user display) may be configured. Examples include, customized user interfaces, types of information displayed, customer notification of current or pending changes to documents, relevant rules, databases, functionality, new product information, scheduled maintenance, and the like. The undersigned can find no teaching or reasonable suggestion regarding storing a plurality of display formats in paragraph [0039], or for that matter, anywhere else in Puri. Paragraphs [0038]-[0039] of Puri state:

The user accesses a web portal 102 and associated plurality of web pages (not shown) which is provided by server 100 and which allows each user to access the numerous portions of such web pages. For reasons which will be explained later, this web portal 102 will ideally include a number of tools for accessing specific areas of the web site, including a number of tools such as directories, search engines, brand-name based locating engines, and so on.

To access numerous portions of the web site, however, an authentication routine 106 will have to be completed by user. This routine is best shown in FIG. 2. This is achieved using dialogue boxes allowing the user to enter a username and password, or, alternatively, there will be a link that users can click in order to obtain a user name and password by way of a registration routine 108, also as best shown in FIG. 2. The user is asked to enter varied information such as their business and contact information. Once a user has completed the registration routine 108, the user is assigned a user name and password that is displayed on a subsequent web page. The web page contains a link back to the original authentication routine page, and the user will now be able to enter their user name and password in the dialogue boxes on that page. Each registered user name corresponds to an identification number to be used in all areas of the system. Once the user has entered their user name and password on the authentication routine page, the information is sent to the computer for verification in

Appl. No.: 10/675,235  
Amld. dated February 28, 2006  
Reply to Office Action of September 28, 2005

PATENT

association with database 110 to ensure that the username and password correspond with the data stored on database 110. If the data corresponds, then the user will be granted access to the control panel 6.

Database 110 referred to in paragraph [0039] of Puri is part of an authentication routine wherein the database is used "to ensure that the username and password correspond with the data stored on database 110." In addition, if the verification is successful, the user will be granted access to specific areas of a website. (see paragraph [0038]) Again, the undersigned can find no teaching or reasonable suggestion of multiple display formats. Consequently, for at least this reason, claim 1 is distinguishable over Puri.

The Examiner continues on page 3 of the Office action by asserting that paragraphs [0039] and [0041] teach "when a user logs in, identifying whether or not the user is said specific type of user; and if said user is identified as said specific type of user, then delivering an electronic information product to said user in said customer display format." These paragraphs of Puri state:

[0039] To access numerous portions of the web site, however, an authentication routine 106 will have to be completed by user. This routine is best shown in FIG. 2. This is achieved using dialogue boxes allowing the user to enter a username and password, or, alternatively, there will be a link that users can click in order to obtain a user name and password by way of a registration routine 108, also as best shown in FIG. 2. The user is asked to enter varied information such as their business and contact information. Once a user has completed the registration routine 108, the user is assigned a user name and password that is displayed on a subsequent web page. The web page contains a link back to the original authentication routine page, and the user will now be able to enter their user name and password in the dialogue boxes on that page. Each registered user name corresponds to an identification number to be used in all areas of the system. Once the user has entered their user name and password on the authentication routine page, the information is sent to the computer for verification in association with database 110 to ensure that the username and password correspond with the data stored on database 110. If the data corresponds, then the user will be granted access to the control panel 6.

Appl. No.: 10/675,235  
Amr. dated February 28, 2006  
Reply to Office Action of September 28, 2005

PATENT

[0041] It should also be understood, that the particular control panel 6 of a particular user can be further tailored by the system described herein by *customizing the content* of said control panel 6 to the particular requirements of each user as may be extrapolated over time from the manner in which the particular user makes use of the system described herein, in a manner well-known to those skilled in the art. Relevant data regarding such user might include, for example, spending habits, navigation patterns, etc. Such *customized content may include display advertising in relation to goods/services available* via the system described herein which is likely to be of interest to the particular user based on such relevant data regarding the user. (emphasis added)

First, as presently understood by the undersigned, these paragraphs do not teach custom display formats as claimed, but rather are suggesting the *customization of content such as displaying advertising in relation to goods/services which are available*. Again, the Examiner is respectfully directed to paragraphs [0041]-[0042] of the present application where multiple examples of how a default display or customized user display may be configured are provided. Examples include, customized user interfaces, types of information displayed, customer notification of current or pending changes to documents, relevant rules, databases, functionality, new product information, scheduled maintenance, and the like.

Second, Puri does not teach or reasonably suggest delivery of an *electronic information product in a customized display format*, but instead relates to customization of advertising content. Paragraph [0024] of the present application provides an example of electronic information product as being a formulary tool. Figures 9A, 9B, and 9C provide examples of various customized administrator views of a formulary product depending on the type of user. Consequently, for at least these reasons, claim 1 is distinguishable over Puri.

Claim 10 also includes limitations similar to those discussed with reference to claim 1. For example, claim 10 expressly recites delivering an *electronic information product in a custom display format*. As indicated above, the undersigned can find no teaching or

Appl. No.: 10/675,235  
Amdt. dated February 28, 2006  
Reply to Office Action of September 28, 2005

PATENT

reasonable suggestion of these elements in Puri. As such, for at least this reason, claim 10 is distinguishable over Puri.

Claims 2-9 and 11-19 depend from independent claims 1 and 10, respectively. As such, these claims inherit the limitations of the claims from which they depend and are thus distinguishable over Puri for at least the reasons given above.

#### **Claim Rejections – 35 U.S.C. § 103**

The Examiner rejected claim 7 under 35 U.S.C. 103(a) as being allegedly unpatentable over Puri in view of U.S. Pub. No. 2003/0004984 of Chou (hereafter "Chou"). The undersigned respectfully disagrees with the Examiner's characterization of the combination of Puri and Chou. Claim 7 properly depends from independent claim 1 and thus includes the expressly recited elements of the base claim. Chou is relied upon by the Examiner for its alleged teaching regarding a wireless device. As presently understood by the undersigned, Chou does not teach or reasonably suggest use of the expressly recited customized display formats of an electronic information product. As a result, Chou does not remedy the deficiencies of Puri with respect to claim 7. For at least these reasons, claim 7 is distinguishable over the combination of Chou and Puri.

The Examiner rejected claim 17 under 35 U.S.C. 103(a) as being allegedly unpatentable over Puri in view of U.S. Pub. No. 2002/0103008 of Rahn et al (hereafter "Rahn"). The undersigned respectfully disagrees with the Examiner's characterization of the combination of Puri and Rahn. Claim 17 properly depends from independent claim 10 and thus includes the expressly recited elements of the base claim. Rahn is relied upon by the Examiner for its alleged teaching regarding cradle synchronization. As presently understood by the undersigned, Rahn does not teach or reasonably suggest, at least, the use of the expressly recited customized display formats of an electronic information product. As a result, Rahn does not remedy the deficiencies of Puri with respect to claim 17. For at least these reasons, claim 17 is distinguishable over the combination of Rahn and Puri.

The Examiner rejected claims 8 and 18 under 35 U.S.C. 103(a) as being allegedly unpatentable over Puri in view of U.S. Pat. No. 6,411,836 of Patel et al (hereafter "Patel"). The

Appl. No.: 10/675,235  
Amdt. dated February 28, 2006  
Reply to Office Action of September 28, 2005

PATENT

undersigned respectfully disagrees with the Examiner's characterization of the combination of Puri and Patel. Claims 8 and 18 properly depends from independent claims 1 and 10, respectively, and thus include the expressly recited elements of the base claim. Patel is relied upon by the Examiner for its alleged teaching regarding healthcare information. As presently understood by the undersigned, Patel does not teach or reasonably suggest use of the expressly recited customized display formats of an electronic information product. As a result, Patel does not remedy the deficiencies of Puri with respect to claims 8 and 18. For at least these reasons, claims 8 and 18 are distinguishable over the combination of Patel and Puri.

Consequently, for at least these reasons, claims 7, 8, 17, and 18 are distinguishable over the references cited by the Examiner.

**New Claims**

Six new claims, i.e., claims 20-25, have been added. No new matter has been introduced by these new claims. The newly added independent claims, claims 20, 21 and 23 are thought to be allowable over the references of record for at least various of the reasons presented above with reference to claims 1-19

**Conclusion**

Applicant respectfully submits that the remark has overcome the rejections, and that the pending claims are in condition for allowance. Accordingly, Applicant requests that the rejections be withdrawn and that a Notice of Allowance be issued for claims 1-25.

**Request for a Telephone Interview**

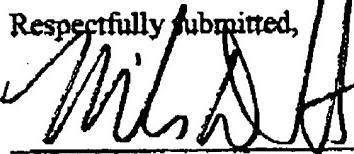
If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at 303-607-3500.

App. No.: 10/675,235  
Amdt. dated February 28, 2006  
Reply to Office Action of September 28, 2005

PATENT

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Enclosed is a PTO Credit Card Payment Form 2038 in the amount of \$450.00 to cover the necessary two-month extension fee under 37 C.F.R. 1.17(a) for a large entity. Please charge our Deposit Account No. 06-0029 for any additional charge associated with such an extension.

Respectfully submitted,  
  
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2/28/06

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